



## The Exclusive Lead Generation Guide

Buying leads from 3rd-party providers keeps your roofing company stagnated within the gig economy. Living lead-to-lead is not a sustainable business model, and any agency worth its salt should dissuade you from such self-destructive behaviors. As a long-time roofing contractor, you might question how you can generate leads without these providers, and you may have skepticism about whether it's even possible.

### Roofing Webmasters Proven Lead Generation Process

Roofing Webmasters has been in business for more than a decade. If our system didn't work, we'd be out of business. Much like the thousands of roofing companies that go under by living on a lead-to-lead basis. Our process is very straightforward in that we invest in the roofing company's brand rather than our own. This concept empowers the roofing company to thrive.

▶ **Rofer Lead Brain: This is Your Brain on Leads (vs. on Your Brand)**

### Step 1: Create a Google My Business Listing

Many roofers already have a Google My Business listing, which means they can skip this step. However, roofers that still need to claim their business listing should go to [google.com/business](https://google.com/business) and [follow these instructions](#).

### Step 2: Integrate DataPins on Roofing Company Website

The next step is integrating the powerful Map Ranking App, DataPins, onto your roofing company website. DataPins allows your website and GMB listing to rank for various long-tail keywords like *f-wave synthetic shingles installation houston*, or *ecodur roof coatings houston*.

### Step 3: Capture Branded Leads With Conversion Website

Your conversion website will promote YOUR roofing company rather than a 3rd-party brand. Once visitors find your services on Google Maps and search, they will become repeat

customers the next time they require roof repairs and other services. This lowers your cost per lead while increasing your conversion rate.

## Learn More from Roofing Webmasters

Roofing Webmasters has produced multiple videos on the lead generation process and mindset for roofers. You can view each of the videos and their related YouTube link below:

[▶ How to Get The Best Roofing Leads 2.0 \(and How Much They Cost\)](#)

[▶ How Much Do Roofing Leads Cost?](#)

[▶ How Do I Get Leads For Roofing Jobs?](#)

[▶ Leads for Roofers | Roofing Webmasters](#)

[▶ Buying Leads | Roofing Webmasters](#)

[▶ Hail Damage Roofing Leads Gone Wild | Roofing Webmasters](#)

[▶ Roofing, Marketing, and the Truth About Leads | Roofing SEO Podcast](#)

[▶ Best Types Of Leads For Roofers | Roofing SEO Podcast](#)

[▶ How Many Leads Can I Expect To Get? | Roofing SEO Podcast](#)

[▶ Roofing Leads to Cash Money Profits | Roofing SEO Podcast](#)

[▶ True Client Stories: I Need Leads! | Roofing SEO Podcast](#)